

## INDEX JCS VOL 01

Access Information 54  
Bawah Market 4  
Buying Behavior 7  
CETSCALE 5  
Complaint Intention 56  
Composite reliability 23  
Counseling teachers 28  
Culture Values 55  
Domestic 8  
Ethnocentrism 6  
Excitement 44  
Foreign 8  
Hedonic buying 38  
Involvement 65  
MILOV 40  
Mixture purchase 8  
Multinomial logistic 8  
Objective quality 3  
Parents' Involvement 67  
Parents' Perception 67  
Pekanbaru 4  
PERAKS 18  
Perceived Quality 7  
Personality factors 19  
Reference group instrument 40  
Reputable college 28  
SEM 18  
Smart PLS 21  
SNI 65  
Toys Purchase Decision 66  
Toys Purchasing Decision 68  
Unsatisfied experience 52  
Value Loss 55  
Access Information 34  
Attitude 5  
Behavioral Control 8  
Buying Intention 50  
CFI 63  
CMIN 63  
Confirmatory Factor Analysis 65  
Customer Satisfaction 61  
day cream 45  
E-Money 6  
Family Financial Planning 35  
Financial issue 15  
Financial Management 19  
FMCG 58  
GNNT 7  
Marketing practitioners 58  
Motivation 35  
Need 36  
Perceived Value 59  
Restaurant Atmosphere 60  
Revisit Intention 64  
RMSEA 63

Saving Behavior 20  
Seaweed 45  
service space 60  
Subjective Norm 7  
TPB 47  
Use Intention 9